Doing business without advertising

is like winking at a girl in the dark.

You know what you are doing—

but nobody else does.

RACING

No. 1 SPECTATOR SPORT
For 31st Successive Year

Attendance: 77,618,507

	1982		*Difference 1982 & 1981*
RACING			
Thoroughbreds	51,851,587	PLUS	426,563
†Harness	25,766,920	minus	507,801
Totals	77,618,507	minus	81,238
BASEBALL			
Major Leagues, 26 Teams	44,587,874	PLUS	18,043,498
Minor Leagues, 17 Circuits	17,636,981	PLUS	1,077,277
World Series and Play-Offs	1,348,177	minus	183,119
Colleges	11,258,270	PLUS	2,887,893
Totals	74,831,302	PLUS	21,825,549
FOOTBALL			
Collegiate, 649 Schools	36,538,637	PLUS	731,597
National Football League, 28 Teams	7,367,438	minus	6,239,552
Post-Season Games, Colleges & Pros	2,456,855	PLUS	515,408
Totals	46,362,930	minus	4,992,547
BASKETBALL ('81-'82 Season)			
1264 Senior Colleges	31,105,948	PLUS	170,831
N.B.A., 23 Teams, Including Play-Offs	10,716,304	PLUS	407,425
Totals	41,822,252	PLUS	578,256
HOCKEY ('81-'82 Season)			
National Hockey League, 21 Teams	11,769,842	PLUS	77,254
†Minors & Colleges	8,931,569	PLUS	1,562,435
Totals	20,701,411	PLUS	1,639,689
GREYHOUND RACING	21,497,988	minus	9,629
†JAI-ALAI	6,957,329	minus	459,681
†BOXING	7,873,000	PLUS	623,000
†WRESTLING	7,184,900	PLUS	2,504,900
†AUTOMOBILE RACING	55,238,330	PLUS	971,330
†SOCCER	9,949,353	minus	1,426,654
†TENNIS (Open)	2,875,000	minus	590,000

†Estimated, exact figures not available.

Boxing figure also includes Canada.

These are official attendance figures obtained from National and American Leagues, State Racing Commissions, U.S. Trotting Ass'n., National Association of Professional Baseball Leagues (Minor Leagues), Collegiate Baseball Magazine, National Football League, N.C.A.A. College Football Survey, National Hockey League, American Hockey League, International Hockey League, Intercollegiate Hockey Newsletter, National Basketball Ass'n., N.C.A.A. College Basketball Survey, Greyhound Racing Record, Ring Magazine, North American Soccer League, American Soccer League, Major Indoor Soccer League, World Jai-Alai, Inc., Racing Division of the Goodyear Tire and Rubber Co. and World Tennis Magazine.

43 YEARS—THOROUGHBRED RACING'S INCREDIBLE GROWTH IN ATTENDANCE—

1940	8,500,000
1941	10,000,000
1942	10,693,837
1943	14,000,000
1944	17,914,908
1945	19,422,395
1946	24,859,505
1947	25,704,853
1948	25,257,337
1949	23,811,890
1950	24,121,223
1951	27,017,000
1952	29,177,027
1953	31,238,263
1954	31,355,798
1955	31,230,724
1956	32,104,373
1957	32,999,842
1958	32,837,691
1959	33,754,790
1960	34,795,007
1961	35,857,001
1962	37,257,070
1963	38,636,295
1964	40,827,872
1965	40,737,009
1966	40,913,694
1967	40,595,855
1968	41,517,104
1969	42,893,379
1970	44,854,675
1971	46,750,643
1972	45,590,028
1973	47,234,843
1974	48,823,814
1975	51,249,076
1976	51,242,451
1977	50,571,908
1978	50,587,804
1979	49,579,377
1980	50,084,231
1981	51,425,024
1982	51,851,587

THOROUGHBRED RACING'S NATIONAL ATTENDANCE BY STATES 1982

	Racing Days	Attendance
California	607	10,209,573
New York	465	5,716,680
Illinois	498	3,716,265
Louisiana	548	3,383,867
Florida	372	3,129,278
Pennsylvania	582	3,128,079
New Jersey	277	3,098,967
Maryland	305	2,319,958
Kentucky	292	2,136,865
Massachusetts	288	1,865,926
Ohio	390	1,797,166
Washington	308	1,783,364
Nebraska	237	1,657,721
West Virginia	482	1,475,145
Arkansas	56	1,296,635
New Mexico	294	1,174,055
Arizona	228	1,039,762
Michigan	189	969,452
Oregon	137	552,751
Delaware	73	380,434
Colorado	120	366,971
Idaho	64	172,052
Montana	45	124,080
South Dakota	23	31,949
Miscellaneous, Hunt Meets, Etc.	33	324,592
Totals	6,913	51,851,587

Racing Attendance Exceeds Baseball In Eight Major Cities

NEW YORK CITY

	1982		Difference 1982 & 1981
RACING:			
Thoroughbreds	5,196,337		
Trotting	2,939,111		
Totals	8,135,448	minus	231,187
BASEBALL:			
New York Yankees	2,041,219		
New York Mets	1,323,036		
Totals	3,364,255	PLUS	1,045,658

BALTIMORE

RACING:			
Thoroughbreds	2,319,958		
Trotting	918,780		
Totals	3,238,738	minus	90,630
BASEBALL:			
Baltimore Orioles	1,613,031	PLUS	588,784

PHILADELPHIA

RACING:			
Thoroughbreds	1,862,148		
Trotting	758,356		
Totals	2,620,504	PLUS	278,784
BASEBALL:			
Philadelphia Phillies	2,376,394	PLUS	737,642

BOSTON

RACING:			
Thoroughbreds	1,865,926		
Trotting	688,603		
Totals	2,554,529	PLUS	193,609
BASEBALL:			
Boston Red Sox	1,950,124	PLUS	889,745

LOS ANGELES

	1982		Difference 1982 & 1981
RACING:			
Thoroughbreds	7,308,559		
Trotting	967,392		
Totals	8,275,951	PLUS	50,256
BASEBALL:			
Los Angeles Dodgers	3,608,881		
California Angels	2,807,360		
Totals	6,416,241	PLUS	2,593,404

CHICAGO

RACING:			
Thoroughbreds	2,912,146		
Trotting	2,833,415		
Totals	5,745,561	minus	491,212
BASEBALL:			
Chicago White Sox	1,567,787		
Chicago Cubs	1,249,278		
Totals	2,817,065	PLUS	1,304,777

SAN FRANCISCO

RACING:			
Thoroughbreds	2,901,014		
Trotting	336,056		
Totals	3,237,070	PLUS	169,656
BASEBALL:			
Oakland A's	1,735,489		
San Francisco Giants	1,200,948		
Totals	2,936,437	PLUS	1,000,163

DETROIT

RACING:			
Thoroughbreds	969,452		
Trotting	1,575,084		
Totals	2,544,536	minus	170,576
BASEBALL:			
Detroit Tigers	1,636,058	PLUS	486,914

NATIONAL TURF DAILIES

THE MOST POWERFUL ADVERTISING MEDIUM IN THE SPORTS MARKET—REACHING 77,000,000 ADULT RACING FANS

Consists of Four Newspapers—
Edited Especially For The Booming Racing Audience
Cream of the $150-Billion Leisure Time Industry
Direct National Coverage of the Racing Market
100 Major Tracks—Coast-to-Coast

DAILY RACING FORM—COVERING EASTERN MARKET

DAILY RACING FORM—COVERING MID-WESTERN MARKET

DAILY RACING FORM—COVERING PACIFIC COAST MARKET

DAILY RACING FORM—COVERING CANADIAN MARKET

PUBLISHED BY
DAILY RACING FORM, INC.
10 LAKE DRIVE (609) 448-9100 HIGHTSTOWN, N.J. 08520

LEO WALDMAN
Advertising Manager

COMPILED MARCH 1983

NOTE TO THE READER

This is a survey of attendance at the major organized sports in the United States. It does not include attendance figures for basketball played in high school gymnasiums, softball games, school hockey, etc. The object of this survey is to pinpoint for the advertiser and the agency the current spectator popularity of the major sports so that they can best spend their advertising sports dollar.

NATIONAL TURF DAILIES

Four Paper Combination — $2.10 Per Line

These Publications Can Be Purchased as a Group or Individually

Paper	Open Individual Rates	Circulation Saturdays	Mondays	Tuesdays To Fridays
EASTERN MARKET				
Daily Racing Form	.85	79,059	52,652	46,439
MID-WESTERN MARKET				
Daily Racing Form	.65	58,744	22,197	33,801
WESTERN MARKET				
Daily Racing Form	.65	45,165	*36,708	24,304
CANADIAN MARKET				
Daily Racing Form	.50	11,737	*13,298	6,797
Total		194,705	124,855	111,341

These are net paid ABC circulation figures, three months ending June 30, 1982.

***No racing Mondays. This is Sunday's circulation.**

RATES FOR NATIONAL TURF DAILIES

Open	$2.10 per line
5,000 lines	2.00 "
10,000 lines	1.92 "
15,000 lines	1.86 "
20,000 lines	1.79 "
25,000 lines	1.74 "
50,000 lines	1.54 "

SPECIAL CLASSIFICATION:

Turf Auctions, Breeders, Turf Publiciations, Handicap Products, etc.	$3.20 per line
Race Tracks	$2.50 " "

COLOR AVAILABLE IN EASTERN AND MID-WESTERN MARKETS —

Reservations 10 days in advance — subject to availability.
Minimum space 420 lines or quarter page.
Use B/W line rate, plus following applicable costs:

B/W 3 c.	B/W 2 c.	B/W 1 c.
50%	30%	20%

Printing material 7 days in advance.

ALL CLASSIFICATIONS: 20% PREMIUM CHARGE FOR B&W BACK PAGE AND FRONT PAGE OF SECOND SECTION—AND 5% ADDITIONAL FOR ONE COLOR

AUDITED PAID CIRCULATION ABC

Daily Racing Form®

NATIONAL TURF DAILIES

Why Are They A Superior Advertising Medium?

★ They blanket the largest and most powerful buying sports market—77,618,507 fans—the best free-spending audience offered by any advertising medium.

★ No waste circulation—all readers are adults.

★ They are point-of-sale medium, particularly with cigarettes, cigars, beer and other alcoholic beverages, which are sold inside the tracks.

★ The only medium which can give you direct national coverage of the turf market—a market which has zoomed from a national attendance of 8,500,000 in 1940 to over 77,000,000 in 1982.

★ The most thoroughly-read daily newspapers in the country. Page-by-page readership is assured because every page carries necessary data relative to *that day's* events in the turf world.

★ Quality editorial material and circulation: You won't find these facts in Standard Rate & Data and they are not in any of the ABC reports, but the number of times you can make a reader return to his newspaper will determine the effectiveness of your advertising.

★ The daily single copy price is $1.75—many times the cost of any other daily publication. The minimum yearly subscription price is $546.00. It is expensive to maintain an interest in racing, and therefore, each reader's spending power has to be far above average. They buy more because they have more.

★ National Turf Dailies have an ABC circulation of 194,705 (Saturdays) and a multiple readership of over 700,000—and remember, all adults. These papers are a "must" wherever racing fans congregate. They are referred to again and again by one person after another.

★ Racing's popularity is booming. In 1982 national attendance totaled 77,618,507, pari-mutuel wagering reached an all-time record high, $9,762,207,804, and purse distribution reached an all-time record high, $738,747,986. It is good business to go along with a winning combination.

★ You can run change of copy or brand in each publication, thereby overcoming distribution problems, if any, and waste circulation—all under the money-saving combination rate.

OUR 1982 ADVERTISERS INCLUDED

Alonso Studio
Alpern Real Estate
American Telephone & Telegraph
American Teletimer Corp.
Associations Underwriters, Inc.
Austin Realty
Brescia Pole Buildings
CCS Publishing, Inc.
Calif. Thoroughbred Breeders Ass'n.
Canadian Thoroughbred Horse Society
Carz & Company
Chazal-Blair Insurance Agency
Christie's Art Gallery
Christine Picavet's Equine Art
Coca-Cola Bottling Co.
Cohoes Manufacturing Co.
Community Transit Lines
Country Boy Realty
Donna Franca Tours
Dorsay Marketing
Dunphy Realtors
EQB, Inc.
Equi-Aide Products
E.R. Squibb & Sons, Inc.
Fabulous Travel, Inc.
Fasig-Tipton Company
Fortex/Fortiflex
Four Seasons, Realtors
Frank Imperatore, Inc.
Franklin Page Galleries
Frost & Reed, Ltd.
GBC Press, Publishers
General Instrument Corp.
Goffs Bloodstock Agency—France
Grandstand Tours
Guardian Associates
Harry M. Stevens, Inc.
Historic Thoroughbred Collections
Horseman's Pride
Hotels
  Albany Hilton
  Arlington Place
  Bally's Park Place
  Caesar's Boardwalk Regency
  Condado Holiday Inn
  Golden Nugget
  Harrah's Marina
  Holiday Inn
  Lexington Marriott
  Ramada Inn
  Resorts International
  Riviera
  Sands
  Sheraton Country Inn
  Tropicana
  Union Plaza
Illinois Dept. of Agriculture
Imperial Realty Services
International Amphitheatre
International Bloodstock Agency
International Racing Bureau
International Thoroughbred Breeders
International Treasury of Fine Art
J & B Scotch
John Ewing Company
John J. McCabe Agency
Keeneland Association
Kroch's & Brentano's
Lane & Young, Inc., Publishers
Louisville Mfg. Co.
Madison Square Garden
Mather & Co.
Mattel Electronics
Max E. Spann Inc., Realtors
Miami Jai-Alai
Micrographics Consolidated Services
Milk Specialties
Millwood Publications, Inc.
Murray Electronics
Nationwide Horse Carriers
Newberry Horse Health Products
New Jersey Dept. of Agriculture
N. J. Sports & Exposition Authority
Newmarket Gallery
New York Racing Association
N. Y. State Breeding Fund
Off Track Betting Corp. (NYC)
Palermo Restaurant
Parkes-Mead Associates
Pegasos Press, Publishers
Pennsylvania Horse Breeders Ass'n.
Philip Morris Co.
Quality Kennel
Rhulen Insurance Agency
Sal Anthony's Restaurant
Senno Corporation
Shadowbrook Restaurant
Smart Insurance Services
Southern New England Telephone
Sportschannel
Stafford Publications, Inc.
St. John's University
Tattersalls
Texas Thoroughbred Breeders' Ass'n.
The Racing Scene Gallery
The Winner's Circle Store
Thoroughbred Automation Controls, Inc.
Triad Game & Publishing Co.
Viking Press
W. F. Young, Inc., Absorbine
Wayne Travel Service
Westcliff Publications

MAJOR TRACKS IN UNITED STATES AND CANADA ALL COVERED BY NATIONAL TURF DAILIES

EAST

NEW YORK:
- Aqueduct
- Belmont Park
- Saratoga
- Finger Lakes
- Roosevelt Raceway
- Yonkers Raceway

NEW JERSEY:
- Atlantic City
- Monmouth Park
- Meadowlands

MARYLAND:
- Bowie
- Laurel
- Pimlico
- Timonium

PENNSYLVANIA:
- Keystone
- Penn National
- Commodore Downs
- Liberty Bell

DELAWARE:
- Delaware Park

MASSACHUSETTS:
- Suffolk Downs
- Great Barrington
- Northampton
- Marshfield

WEST VIRGINIA:
- Charles Town
- Waterford Park

MID-WEST

ILLINOIS:
- Arlington Park
- Hawthorne
- Sportsman's Park
- Balmoral
- Fairmount Park

MICHIGAN:
- Detroit
- Hazel Park

KENTUCKY:
- Churchill Downs
- Keeneland
- Ellis Park
- Latonia

NEBRASKA:
- Columbus
- Ak-Sar-Ben
- Fonner Park
- Lincoln
- Atokad Park

OHIO:
- Beulah Park
- River Downs
- Thistledown

ARKANSAS:
- Oaklawn Park

SOUTH DAKOTA:
- Park Jefferson

SOUTH

FLORIDA:
- Hialeah Park
- Gulfstream Park
- Tampa Bay Downs
- Calder Race Course

LOUISIANA:
- Fair Grounds
- Jefferson Downs
- Evangeline Downs
- Louisiana Downs
- Delta Downs

WEST

CALIFORNIA:
- Bay Meadows
- Del Mar
- Hollywood Park
- Santa Anita
- Golden Gate
- Los Alamitos
- Stockton
- Pomona
- Pleasanton
- Sacramento
- Santa Rosa
- Fresno
- Ferndale
- Solano

OREGON:
- Portland Meadows
- Salem
- Grants Pass Downs

ARIZONA:
- Turf Paradise
- Rillito Park
- Prescott Downs

WASHINGTON:
- Playfair
- Longacres
- Yakima Meadows
- Sun Downs
- Harbor Park

MONTANA:
- Billings
- Great Falls

COLORADO:
- Centennial

NEW MEXICO:
- Albuquerque
- La Mesa Park
- Ruidoso Downs
- Sunland Park
- Santa Fe Downs

IDAHO:
- Les Bois Park
- Coeur d'Alene

CANADA

ONTARIO:
- Greenwood
- Woodbine
- Fort Erie

PET
THE GREATEST
HORSE
THAT EVER
LIVED!
25¢ A PAT